Community Questionnaire On City Hall East, the "MTA Block" and the "Art Exchange" Block in the Downtown (Long Beach Boulevard & Broadway area)

This questionnaire is a non-statistical attempt to gather input from members of the Downtown community on key issues facing development of three blocks in the Downtown. The results of the questionnaire will help staff understand the concerns of area residents and business community on certain topics.

Instructions: Please read and check each box that best reflects your opinion. We would like to know if you think an issue is essential, important, nice to have, or not important. If you are not familiar with the issue or do not wish to answer, please check "no opinion." Please check only one box for each issue. Please submit only one questionnaire per person.

F					
			Nice to	Not	No
Land Use:	Essential	Important	Have	Important	Opinion
How important is it that future development in this area					
promote a pedestrian friendly and interesting		27	4		•
environment?	138	27	4	0	0
How important is it that this area become a transportation hub with associated services and					
resources such as entertainment, shopping, restaurants					
and public parking?	93	51	15	8	0
How important is it that future development relate to the		31	13	0	U
East Village Art neighborhood?	89	31	24	20	2
How important is it that future development relate to the		31	27	20	
Downtown, Pine Ave., and Ocean Blvd.?	58	58	28	21	0
Downtown, I me rive., and cocan biva.:					No
Height/Density:			Yes	No	Opinion
Do you believe that the Downtown should be an active			100		0 0 1111011
pedestrian, urban environment?			159	16	1
If YES, do you understand that higher density, higher					-
rise residential buildings are necessary to create this					
active, urban environment?			134	27	3
If NO, do you believe there is enough development in					_
the Downtown and that additional development should					
not be permitted?			15	43	15
				-	
Would you prefer to see most of the development at					
four stories or less with little retail and restaurant uses?			34	108	14
			Nice to	Not	No
	Essential	Important	Have	Important	Opinion
Some proposals call for construction of high-rise					
buildings on blocks that currently allow them. In these					
instances, how important is it that the design of the					
building be distinctive, as opposed to blending in with					
surrounding buildings?	37	40	22	48	11
How important is it that this area be a dense urban					
downtown area versus a lower density area that relates					
to the out lying areas?	57	54	12	30	4
Historic Resources:					
There are three buildings within the three development					
sites identified as historic or potentially historic. Please			Nice to	Not	No
comment on the following:	Essential	Important	Have	Important	Opinion
City Hall East, 100 Long Beach Blvd. (former SCE					
Building)					
How important is it to preserve this potentially historic					
building regardless of the cost?	43	27	36	57	4
banang regardiese of the cost.	.0			J.	No
			Yes	No	Opinion
Mould you compare demolition of this building if a more					•
Would you support demolition of this building if a more			07	66	44
unified project would result for the entire block?			87	66	11
			Nice to	Not	No
	Essential	Important	Have	Important	Opinion
Acres of Books Building, 240 Long Beach Blvd.					
How important is it to preserve this historic building					
regardless of the cost?	49	27	39	47	5
					No
World			Yes	No	Opinion
Would you support restoration of the façade of the					
building only, if the adaptive reuse of the entire building					
was found to be extraordinarily costly, or if a more					
unified project would result for the entire block?			99	56	10
American Hotel, 224-230 Broadway					
How important is it to preserve this historic resource in					
its entirety?			73	61	25
Would you support restoration of the façade of the					
building only, if the adaptive reuse of the entire building					
was found to be extraordinarily costly, or if a more					
unified project would result for the entire block?			100	44	18

					No
Public Parking:			Yes	No	Opinion
Do you think that additional public parking (in addition					
to that required for commercial uses) should be					
provided given the public transport options in the area?			136	23	6
			Nice to	Not	No
Arts and Culture Programs:	Essential	Important	Have	Important	Opinion
How important is the development of an "Art Exchange"					
on the Art Exchange Block?	64	34	35	26	4
How important is the development of an "Art Exchange"					
if it requires public funding to off-set the cost of the					
project?	55	33	28	42	5
Use of Public Subsidies:					
How would you rate the importance of using public					
funds to assist in the redevelopment of these blocks?	44	56	31	18	10

General Fund - funds used to support city services such as police, fire, parks, libraries etc.

Redevelopment Agency Funds - funds specifically dedicated to revitalizing neighborhoods, economic development, job creation and affordable housing.

If public funds (either from the General Fund or from the Redevelopment Agency) were to be used to subsidize these developments, please rank the relative importance of using public funding to the following: (rank 1 to 5, with 1 being the most important, and 5 being the least important):

	General Fund	Redevelopment Agency Funds
Art Exchange component	2.74	2.56
Historic preservation of buildings or facades	2.83	2.46
Public parking	2.30	2.15
Affordable housing	3.00	2.99
Ground floor retail/dining	3.24	3.03

Please rank each of these public oriented amenities you would like to see in this neighborhood (1 being the most important)

important, and 5 being the least important)

important, and o boing the least important,		
High end retail	2.87	
Neighborhood serving retail (dry cleaners, news stands etc.)	2.44	
Speciality market/ grocery store	2.39	
Art facilities	2.20	
More public parking	2.01	
Museums or art galleries	2.33	
Public Open Space (pocket park)	2.30	
Restaurants	2.56	
Entertainment uses	2.68	
Other (please describe)	1.24	

Please check all that apply:

I am a resident of Long Beach 137 Downtown Business Owner 38

I am a resident of the Downtown area *Respondant may have checked more than one

	Very useful	Somewhat useful	Not useful	No opinion
Did you find the survey easy to use?	85	65	7	1

as there anything in particular that you liked or disliked about any of the development proposals you saw tonight?	

Please return the questionnaire in one of the following ways no later than February 10, 2006:

- 1. Provide questionnaire to any staff member before you leave the community meeting tonight.
- 2. Mail or hand deliver to: City Hall, Project Development, 333 W. Ocean Blvd. 3rd floor, Long Beach CA 90802
- 3. Fax attention to: Project Development Bureau (562) 570-6215

The questionnaire is available on www.longbeach.gov/cd/project_development/. This link will be active until February 10, 2006.